

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)

Serial Number	10/809,630
Confirmation Number	7478
Filing Date	03/24/2004
Title of Application	Targeted Advertising in Conjunction With On-Demand Media Content
First Named Inventor	Daniel Danker
Assignee	Microsoft Corporation
Group Art Unit	2426
Examiner	Joshua D. Taylor
Attorney Docket Number	MS1-1879US
Nature of the Office Communication to which this is responding	Interview Summary
Date of the Office Communication	12/19/2009
Nature of this Document	Statement of Substance of Interview

**STATEMENT OF SUBSTANCE OF INTERVIEW HELD ON
DECEMBER 9, 2008**

To: Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

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REMARKS

Statement of Substance of Interview

[0001] Applicant requested an interview and Examiner Taylor and his supervisor, Examiner Anan Shang, graciously talked with me—the undersigned representative for the Applicant—on Dec. 09, 2008 via telephone. Applicant greatly appreciates the Examiner’s willingness to talk. Such willingness is invaluable to each of us in our common goal of an expedited prosecution of this patent application.

[0002] During the interview, we had an extensive discussion about distinctions between the cited prior art of record and the claims as filed on November 24, 2008. In particular, we discussed the currently submitted amendments and their potential allowability. Examiner Taylor indicated that he would closely examine the references in light of our discussion and the previously-filed response.

Respectfully Submitted,

/Clay D. Hagler/ RegNo. 61,804

Dated: January 20, 2009

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